

Form PTO/SB/08A		Complete If Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/857,257
		Filing Date	01 June 2001
		First Named Inventor	Eldering
		Group Art Unit	1751
		Examiner Name	Nguyen, Tri V
Sheet 1 of 1	Attorney Docket Number	T709-12	

U.S. PATENT DOCUMENTS			
Exr Initials	U.S. Patent Document Number	Kind Code (if known)	Date of Publication of Cited Document MM-YYYY

FOREIGN PATENT DOCUMENTS						
Exr Initials	Country Code	Foreign Patent Document Number	Kind Code (if known)	Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	"DoubleClick Debuts New Tool for Testing Creative on the Web" PRNewswire, Dialog File 613: PRNewswire, 20 May 1996	
	KARPINSKI, RICHARD, "Ad Sales Go Real-Time - FlyCast Brings Buyers and Sellers Together to Target Campaigns", Phillips Business Information's Internet Week Issue 092, pg 19, 1 December 1997	
	"Direct Marketing Primer", Upside, Vol. 9, Issue 11, pg. 97, December, 1997	
	"Flycast Brings Next-Level ROI to Web Advertisers", Press Release, http://www.flycast.com/press , 11 August 1998	
	"Flycast Introduces ValueTrak, The First Event Tracking Proven to Increase the Effectiveness of Web Advertising Campaigns", Press Release, http://www.flycast.com/press , 27 October 1998	

Examiner Signature	/Tri Nguyen/ (08/28/2006)	Date Considered	08/28/2006
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T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

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